

## ABSTRACT OF THE DISCLOSURE

A method and apparatus for conducting multi-player games in a wireless telecommunications system including a wireless telecommunications network which communicates using radio signals with a plurality of mobile terminals. The objects of the multi-player games are accomplished in the invention by passing a virtual ball between the mobile terminals. The virtual ball can be passed between the mobile terminals using various means including infrared (IR) transmission, a call being placed, Short Message Service (SMS), or short range radio apparatus. The virtual ball could include data or information regarding the game and/or advertising or promotional information regarding products or services being offered. The data or information in the virtual ball is automatically displayed on the display of the mobile terminal upon receiving the virtual ball.